

Gurpreet Singh

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PROFILE

A methodical and result driven Data Scientist having strong Analytical and Modeling skills with 2.5+ years of experience in one of the New York's [fastest growing](#) data driven company.

EXPERIENCE

AdTheorent, New York, NY

Oct 2013 – Present

DATA SCIENTIST

Delivered solutions for various Data Science projects ranging from research & development to creation of production level machine learning models for personalized ads targeting working with very large datasets.

- Inspired & directed the feature engineering efforts and led the model building on top of these features that allow for much more precise & intelligent predictions.
- Designed and Implemented Real Time Decision Machine (Ads Prediction System for production) for Real Time Bidding (RTB) platform to predict the likelihood of User Engagement using incremental classification models for over 25 billion+ ad requests every day.
- Reduced New User Acquisition costs for Top Brands by 10% to 80% by developing robust Classification models using data from various sources.
- Worked on several interesting and critical data analytic challenges related to Data Quality & Validation, Ads Fraud, Attribution & Measurement that contributed to the overall reliability and performance of core targeting algorithms. Used SQL, Python (pandas) and Apache Spark for doing most of the analytics work.
- Collaborated with different business teams to develop strategy, metrics & KPIs for campaign performance and classification models.
- Participation in creating optimal Real Time Bidding (RTB) strategies to optimize the campaign performance and yield results for Advertisers.

RELEVANT SKILLS

Machine Learning: LDA, PCA, MLR, Logistic Regression, Neural Networks, KNN, K-Means, Gaussian Mixture Models, Decision Trees, Naïve Bayes.

Big Data Skills: Apache Spark, NoSQL (Aerospike, Cassandra, Dynamo DB), SQL, AWS

Programming Languages: Python, Java, C++

Web: HTML, CSS, Javascript

EDUCATION

City University of New York- Queens College

New York, NY

Bachelor of Science in Computer Science, Mathematics Minor, Summa Cum Laude

May 2013

RELEVANT COURSEWORK

Machine Learning, Probability & Statistics, Big Data with Apache Spark, Scalable Machine Learning, Linear Algebra, Design & Analysis of Algorithms, Database Systems, Software Engineering.

HONORS & ACHIEVEMENTS

Dean's List, Queens College CUNY

Jan 2011 – May 2013

1st Rank, City University of New York Math Challenge (Rd. I)

2012

REFERENCES

Available upon request